

How travel program priorities are changing

On the travel buyers' list of program priorities, sustainability keeps growing its importance at the highest speed.

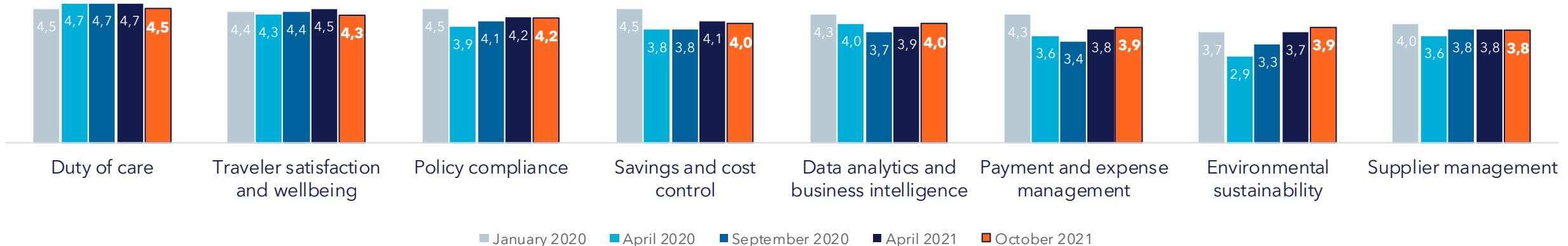
Travel program priorities, Oct. 2021



Rated 4.5, **Duty of care** remains at its leading position in travel buyers' latest assessment of their program priorities. **Traveler satisfaction and wellbeing** follows closely – its importance has been high throughout 2020-2021.

Among the other priorities, **sustainability** has grown its relevance the most. Not only has its rating improved; it has got above pre-pandemic levels and has reached its highest point in the last two years (3.9 out of 5).

Travel program priorities benchmark, 2020-2021



Source: BCD Travel buyer surveys conducted in Jan. 2020 (79 responses), Apr. 2020 (125 responses), Sept. 2020 (88 responses), April 2021 (101 responses) and Oct. 2021 (106 responses). Priorities are rated on a 1-5 scale from "not important at all" to "extremely important"; data analysis is based on mean scores.